

2011 Goals for the Marquette Beautification & Restoration Committee, Inc.

1. Be a more visible and accessible committee to the community

- Have publicity releases in the Mining Journal with a picture of committee members promoting our projects. Have ad in Progress Section of the Mining Journal
- Include a contact phone number in all publicity. Place information in other local publications and on area radio stations and TV stations
- Continue to hang banners on South Front Street with help from the Marquette BL&P
- Update our committee website in January and throughout the year, i.e. before and after events.
- Promote our committee website in all publicity www.mqtbeautification.org
- Increase our membership to 100 members for 2011.
- Send our calendar to City Manager, City Commissioners, DDA, LSCP and Arts & Culture. Send invitation to them for our Spring Awards Luncheon & Holiday Luncheon.
- Have an official photographer to capture all of our events. Photos will be used for publicity and the historian will place in our scrapbook.
- Include invitation to the general public to events.
- Develop a speaker's bureau.

2. Be more involved with local city committees

- Stay informed about the city commission and planning commission issues and decisions by having a representative from the MBRC at each meeting. Review the agenda and minutes online prior to the meetings
- Schedule the City Manager to speak to our committee and provide an annual update on city projects.
- Attend a City budget hearing and make the Beautification request for funds.
- Have a representative attend City Commission meetings when possible.

3. Expand our project visibility beyond S. Front Street

- Form a committee to explore the restoration of the Father Marquette statue, include City of Marquette, NMU, Arts & Culture Committee, Lake Superior Community Partnership, Marquette Historical Society & Catholic community.
- Continue to maintain and plant the Welcome Sign Garden at the west entrance into Marquette
- Help with the planning of the preservation of the Graveraet Courtyard & Gardens

4. Promote educational programs for the community

- The programs at the meetings that the committee will have this year have a wide range of topics to educate the Marquette citizens
- Host a U.P.-wide Garden Conference in June 2011
- Promote our programs in the publicity to area publications, radio stations, and public service announcements. Remember to mention that guests are always welcome.
- Publish our entire calendar in the Mining Journal and/or the Marquette Monthly.
- Send a copy of our calendar of events to all those in our corporate and friends drive.
- Assist with the Children's Fair in April

5. Organize and Host Annual Awards Program

- Encourage committee members & the community nominate area businesses and /or individuals for the awards to be given out at our Spring Luncheon.
- Place notice in paper asking for nominations for the awards
- Review the award categories and amend as appropriate
- Publish the award winners
- Design a recognition award that the recipient of the award could place in their window.

6. Promote Historic Preservation in the Community

7. Develop New Fundraisers for the Committee